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6 SEM TDC A & SP 2 (Sp)

2 0 1 5

(May)

COMMERCE

(Speciality)

Course : 602

(Advertising and Sales Promotion)

Full Marks : 80

Pass Marks : 32

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. Choose the correct option of the following : $1 \times 8 = 8$

(a) Pull promotion blend stresses on

(i) impersonal selling

(ii) personal selling

(b) Sales promotion refers to — efforts.

(i) personal

(ii) other than personal

- (c) DAGMAR model was developed in the year
- (i) 1950
 - (ii) 1952
- (d) Exhibition is also known as
- (i) trade show
 - (ii) window display
- (e) Mural refers to — media.
- (i) direct
 - (ii) outdoor
- (f) Explicit communication is in the nature of
- (i) non-verbal
 - (ii) verbal
- (g) Missionary copy aims at
- (i) propaganda for the product
 - (ii) educating the public
- (h) Sales promotion is an integral part of the
- (i) marketing mix
 - (ii) promotional mix

2. (a) Discuss the factors which contribute to the rapid growth of sales promotion in consumer market. 11

Or

- (b) Explain various sales promotional schemes used at consumer level.

3. (a) Define the concept of promotion mix. What are the determinants of promotion mix? 11

Or

- (b) Discuss the four steps of message design used in advertising as a communication tool.

4. (a) Explain various classes of advertisement copies with examples. 11

Or

- (b) Write a note on the emerging media trends with special reference to magazine boom and media marketing.

5. Write short notes on any *four* of the following : $4 \times 4 = 16$

(a) Travelling display

(b) Indoor media

(c) Promotional decision

(d) Decision making of advertising programme

(e) Marketing communication

(f) Headlines

6. (a) What are the functions carried out by an advertising agency? What service does it render to the clients? 11

Or

(b) Discuss the points that you will consider for selecting an advertising agency for marketing your product.

7. Distinguish between any *two* of the following : $6 \times 2 = 12$

(a) Advertising and Publicity

(b) Dealer promotion and Consumer promotion

(c) Marketing and Selling

(d) Push promotion strategy and Pull promotion strategy
